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PATENTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                                |   |                       |
|--------------------------------|---|-----------------------|
| In re application of:          | ) |                       |
|                                | ) |                       |
| Zitaner et al.                 | ) | Examiner: Leslie Wong |
|                                | ) |                       |
| Serial No.: 10/822,920         | ) | Art Unit: 2164        |
|                                | ) |                       |
| Filed: April 13, 2004          | ) | Conf. No. 3562        |
|                                | ) |                       |
| Title: Competitive Rewards     | ) |                       |
| Benchmarking System and Method | ) |                       |

**AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the non-final Office Action mailed on December 20, 2006, please consider the following claim amendments and appended remarks.

AMENDMENTS begin on page 2 of this paper.

REMARKS begin on page 9 of this paper.

I hereby certify that this correspondence is being facsimile transmitted to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, Facsimile No. (571) 273-8300, on March 20, 2007.

  
David S. Morcland, Reg. No. 60,134

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